

Official

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Claims 1-6 (Cancelled)

Claim 7. (Currently Amended) A method comprising:
allowing the use of a content on a content receiver;
automatically interrupting the use of content;
enabling the receiver to temporarily replace the content with advertising;
accessing a predetermined rating assigned to one or more characteristics of
said content, said rating based on the degree to which said one or more characteristics is present
within content; and
comparing said rating for the content to a rating ~~of the same one or more~~
~~characteristics~~ specified by an advertiser, said advertiser to specify the rating for one or more
content characteristics.

Claim 8. (Previously Amended) The method of claim 7 including enabling a variety
of content to be selected for play at any time.

Claim 9. (Previously Amended) The method of claim 7 including automatically
replacing the content with advertising after allowing content to be used for a predetermined
amount of time.

Claim 10. (Previously Amended) The method of claim 7 including automatically
determining at predetermined times whether to replace the content.

Claims 11-16 (Cancelled)

Claim 17. (Currently Amended) An article comprising a medium for storing
instructions that enable a processor-based system to:
allow the use of content on the system;
automatically interrupt the use of content;

enable the system to temporarily replace the content with advertising;
access a predetermined rating assigned to one or more characteristics of
said content, said rating based on the degree to which said one or more characteristics is present
within content; and

compare said rating for the content to a rating ~~of the same one or more~~
~~characteristics~~ specified by an advertiser, said advertiser to specify the rating for one or more
content characteristics.

Claim 18. (Previously Amended) The article of claim 17 further storing instructions
that enable a processor-based system to enable a variety of content to be selected for play at any
time.

Claim 19. (Previously Amended) The article of claim 17 further storing instructions
that enable a processor-based system to automatically replace content with advertising after
allowing content to be used for a predetermined amount of time.

Claim 20. (Previously Amended) The article of claim 17 further storing instructions
that enable the processor-based system to automatically determine at predetermined times
whether to replace said content.

Claim 21. (Currently Amended) A system comprising:
a receiver that receives the transmission of content, said receiver including
a shell to enable the use of content to be interrupted and temporarily replaced with advertising;
and
storage coupled to said receiver storing instructions that enable said
receiver to access a predetermined rating assigned to one or more characteristics of said content,
said rating based on the degree to which said one or more characteristics is present within
content, and compare said rating for the content to a rating ~~of the same one or more~~

characteristics specified by an advertiser, said advertiser to specify the rating for one or more content characteristics.

Claim 22. (Original) The system of claim 21 wherein said system is a television receiver.

Claim 23. (Original) The system of claim 21 wherein said storage stores instructions that enable the receiver to access an indicia that indicates a characteristic of the content.

Claim 24. (Original) The storage of claim 23 wherein said storage stores instructions that enable the receiver to determine the type of content.

Claim 25. (Original) The system of claim 23 wherein said storage stores instructions that enable the receiver to determine the suitability of the content.

Claims 26-27 (Cancelled)

Claim 28. (Original) The storage of claim 21 wherein said receiver automatically to replace the content with advertising after allowing content to be used for a predetermined amount of time.

Claim 29. (Original) The system of claim 21 wherein said receiver automatically determines at predetermined times whether to replace the content with advertising.

Claim 30. (Original) The system of claim 21 wherein the receiver enables a variety of content to be selected for play at any time.

Claim 31. (Previously Added) The method of claim 7 wherein accessing a predetermined rating includes accessing a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

Claim 32. (Previously Added) The article of claim 17 further storing instructions that enable a processor-based system to access a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.

Claim 33. (Previously Added) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a predetermined rating assigned to one or more characteristics from the group consisting of sexual content, violence and offensive language.